BAM 2021 CONFERENCE IN THE CLOUD

Recovering from Covid

HOSTED BY
Lancaster University
Management School

Sustainable and Responsible Business Track

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Track Description:
> "The eyes of all future generations are upon you. And if you choose to fail us, I say - we will never forgive you." Greta Thunberg – UN Climate Summit, New York, 23 September 2019.

The conference theme, *'Recovering from Covid: Responsible Management and Reshaping the Economy'*, resonates with the core concepts within our Track focused on nurturing sustainable and responsible businesses. Despite the world pandemic, it is still a time where we stand at the edge of the abyss staring at the potential of oblivion regarding our planet. We must think innovatively, work collaboratively and act agilely with a foresight for generations to come. For BAM2021, Greta Thunberg's quote above perhaps now highlights a greater level of importance looking forward and outlining our responsibilities within this.

It is clearly the time for dynamic change and action. Now is the time for innovation and solutions. The UN's Sustainable Development Goals (SDGs) provide a working blueprint of far-reaching targets in an attempt to achieve a more sustainable future for all. Balanced against this backdrop is the continual need to be competitive and profitable and the more recent rise of rhetoric around, for example, climate emergency, CSR and the Triple Bottom Line aimed at organizational resilience and sustainability. Within this context, we also have the rapid use and expansion of innovative technologies such as artificial intelligence (AI), and the internet of things (IoT) as well as their contribution towards increasing productivity and boosting economic growth whilst potentially offering sustainable solutions. Yet, it should be obvious we still have a long way to go regarding the realization of a sustainable future. Impactful changes can begin with small steps at the individual, family, enterprise and country levels before evolving into public policies. We hope that some of the research questions that remain unanswered will be addressed at BAM2021, including: How does the global economy

recover from COVID-19 yet maintain a responsible management focus? What role does disruption and innovation play in balancing high performance and sustainability agendas? What is the role of sustainable and responsible management education in training responsible future leaders in an age of uncertainty? What would be the future of capitalism model that cares sustainable development? Is it possible for organisations to balance competitive drive, care for the stakeholders and encourage a sustainable business model? How do public policies influence councils to educate their local residents about sustainability actions at the individual level? How are sustainability policies being measured? How inclusive are such key performance measurements? What are the characteristics of organising, managing and leading that put care for the natural environment at the heart of the business? What are the changes of modern slavery conditions in supply chains of corporations? How do we ensure participation from public, private and voluntary sectors in achieving sustainability goals? How do we address all three aspects of the Triple Bottom Line, i.e. profit, planet and people? Our duty as researchers is to provide a more inclusive and applicable perspective on research and we want to bridge the gap between theory and practice.

In this track, we explore the ways in which well-established and emerging organisations are finding ways to address the large-scale societal problems outlined above. These are complex problems and, as such, they require scholarly work that brings closer theoretical, empirical, conceptual and applied dimensions of an academic enquiry. We encourage robust scholarly debates that contemplate whether traditional business and management approaches still provide relevant insights that address the above questions and the theme of the conference at large.

We welcome papers that re-imagine the relationship between business and society and question such concepts as CSR, Sustainable Business, Sustainable Development, Sustainability Transition, Social Capital and Social Innovation as mechanisms of tackling some of the present societal and systemic problems. For this year's conference, we particularly welcome submissions that:

- Aim to further understanding and find solutions around COVID-19 impacts and related responsible management and sustainability approaches
- Advance understanding of the scale and importance of social and environmental challenges and the extent to which these are being addressed.
- Engage in applied research concerning specific sectors, cross-sector sustainable or responsible consultancies, government policy, and other significant organisational actors.
- Examine methodologies, which advance theoretical and empirical insights in the context of sustainable and responsible business.
- Explore advantages of interdisciplinarity with Sustainable and Responsible Businesses.
- Identify changes of modern slavery conditions in the supply chain.
- Provide case studies to identify ways in which new business paradigms are addressing sustainability challenges.
- Pursue integration of sustainability practices in higher education curricula.
- Seek to engage with broader debates around paradox such as the UN's SDGs, the Principles for Responsible Management Education (PRME), among others.
- Seek to investigate communication issues within the sustainability domain.
- Suggest typologies of approaches from which to develop theoretical underpinnings.

The track welcomes submissions including workshops, full and developmental papers. Please note that papers should conform to the British Journal of Management format such that the front page states the intended track, paper form and stage (full/dev/workshop etc.), and the paper type (i.e. whether or not it is theoretical or empirical).